

Bektur Kazakbaev

Product manager

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WORK EXPERIENCE

VM Capital

Product manager

January 2023

- Managed budgets of \$350k+, delivering projects on time and within budget.
- Maintained product backlog and documentation for SaaS solutions in FinTech and EduTech.
- Executed digital marketing campaigns (Google Ads, Bing Ads, LinkedIn) to boost user acquisition.
- Recruited and led a 15-member team, enhancing project capabilities.
- Analyzed processes, implemented payment systems, and achieved a 12x growth in paid users.
- Developed sales funnel, increasing conversion rates to 2.8%.
- Conducted customer development with 500+ users monthly to inform product enhancements.
- Established customer service practices, improving user satisfaction. Implemented a SaaS solutions to leading companies on the market
- Performed well in IT-consulting
- Mentoring

Nexy Media

Project Manager

June 2021 - December 2022

- Developed sales funnel
- Managed fully remote team of 18 people
- Analyzed processes, implemented payment system
- Executed digital marketing campaigns

Azarga Uranium

Remote project manager

March 2019 - May 2021

- B2B
- Consulting
- Time management
- Paid ads
- Team management

EDUCATION

Aspire2international, Auckland, New Zealand

Bachelor of Business Administration and Management - 3.62 GPA

June 2021

SKILLS

- Jira, Trello, PowerBi, SQL, Tableau, Paid Ads (Google, Bing) Figma, Agile, Scrum, Kanban A/B Testing, Google Analytics, Mixpanel, Amplitude, Yandex.